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### UM begins bike ambassador program

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## **NEWS RELEASE**

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Sept. 26, 2006

**Contact:** Nancy Wilson, director, ASUM Office of Transportation, 406-243-4599

### **UM BEGINS BIKE AMBASSADOR PROGRAM**

#### **MISSOULA –**

University of Montana students Travis Sehorn and Tracy Wirak began their first day as UM's first-ever bike ambassadors on Monday, Sept. 25.

The UM Bike Ambassador program is sponsored by Associated Students of the University of Montana Transportation, the Office of Public Safety, the City of Missoula and the Office of Student Affairs. The goal of the program is to get the ambassadors out on campus to educate and talk to bicyclists, pedestrians and drivers about how to interact safely.

The ambassadors will be easy to spot in bright orange shirts and will be initiating conversations with people all over campus, said Nancy Wilson, director of the ASUM Office of Transportation.

"They'll be trying to explain to people why it's important not to lock your bike to a tree or a handicap railing," she offered as an example of the ambassadors' work.

Wilson said the duo will attend floor meetings in residence halls to talk to new students and run giveaways and other programs to encourage people to talk with them and learn about the best ways to interact with other transportation users.

The program was born after a push last spring from an ASUM senator for a bike ban

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on campus. Wilson said the program was a response to that drive.

The UM Bike Ambassadors program emulates a similar program run by the city of Missoula over the last four years. The city's program ends right as school gets back in session, so Wilson said the need for a UM version was obvious.

"It was a shame when their program ended at the start of school because campus is such a good spot."

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